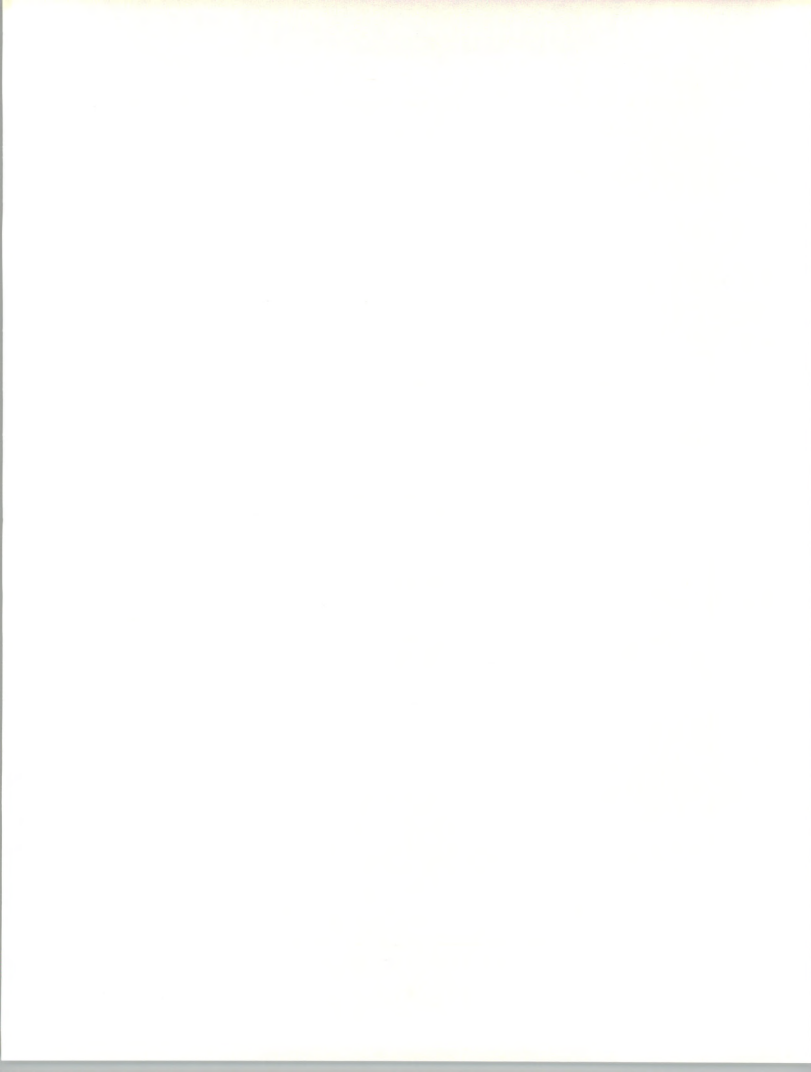
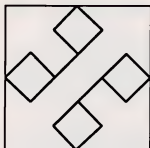




Electronic Data
Intertrends
North America

Victor S. Wheatman
Manager, EDI Program—U.S.
INPUT





ENHANCED EDI SERVICES/ SYSTEMS

INPUT

NOTES:

ECO4-VW2-2



Network Services/ Profit Margins

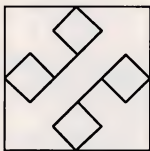
- | | |
|---------------------------|--------|
| • Transport | Low |
| • Traditional value added | Medium |
| • Enhanced value added | High |

INPUT

NOTES:

ECO4-VW2-3





EDI
INTER-
NETWORKING

("INTERWORKING")

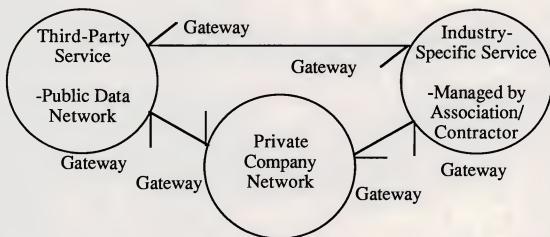
INPUT

NOTES:

ECO4-VW2-4



Three Types of EDI Networks



INPUT

NOTES:

ECO4-VW2-5



EDI Internetworking—Reasons

- Trading Partners on Other Services/
Networks
- Cross-Industry Trading
 - Cross-Industry Translations
- "Universal" Data Services
- Goal Transparency

INPUT

NOTES:

ECO4-VW2-6



EDI Internetworking—Issues

- Double Charging (Users)
- Interexchange Acknowledgement (Standards)
- Settlements (Vendors)

INPUT

NOTES:

EC04-VW2-7



X.400 Benefits E-Mail and EDI

- Reliable Intersystem Transport
- Electronic Audit Trail
- Electronic Directories

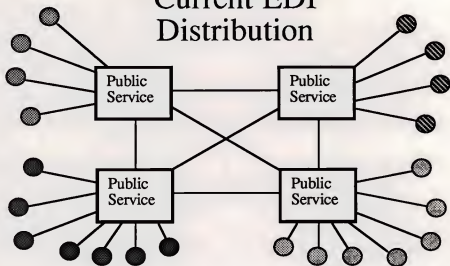
INPUT

NOTES:

ECO4-VW2-8



Current EDI Distribution



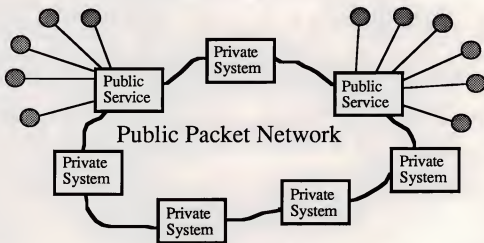
INPUT

NOTES:

ECO4-VW2-9



EDI in X.400 Environment



INPUT

NOTES:

ECO4-VW2-10



X.400 Affects the Market

Market Segment	Impact
VANs	EDI Revenues Decrease VAN Revenues Increase
RCS Firms	Need New Strategies
Software and Equipment	X.400 Front-End Opportunities

INPUT

NOTES:

ECO4-VW2-11



EDI Service Provider Options for X.400

- Develop X.400 Front Ends
- Implement Local (BOC) Networks
- Offer Value-Added Services

INPUT

NOTES:

ECO4-VW2-12



EDI/EFT Service\$

EDI = Data

EFT = Value

INPUT

NOTES:

ECO4-VW2-13



EDI/EFT Formats

- CCD+ - Single addenda
- CTP - Structured, multiple addenda
- CTX - Free form X12 compatible
addenda

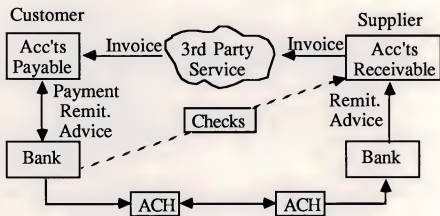
INPUT

NOTES:

ECO4-VW2-14



Banks in EDI



INPUT

NOTES:

ECO4-VW2-15



EDI/EFT Issues

- Network capacity
- Liability
- Data with value or separate?
- Compete or complement?
- "Pure" EDI services?

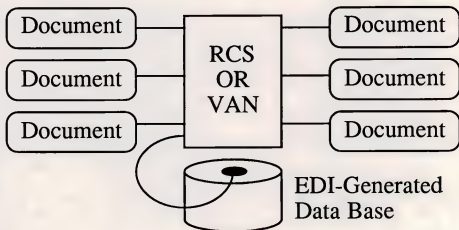
INPUT

NOTES:

ECO4-VW2-16



EDI Traffic Becomes a Data Base



INPUT

NOTES:

EC04-VW2-17



EDI Traffic Becomes a Data Base

- Only Example: SSW's Medimetrik
 - Aggregate Pharmaceutical Information
- Others Can Benefit
- Applications:
 - Market Research
 - Sales/Distribution Analysis

INPUT

NOTES:

ECO4-VW2-18



Transaction Data Bases

- Market analysis
- Trade statistics
- Factoring validation
- Credit verification

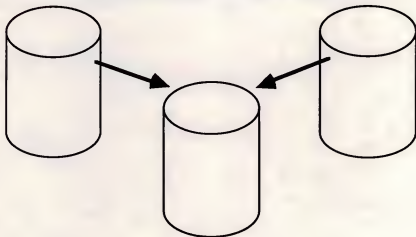
INPUT

NOTES:

ECO4-VW2-19



Value-Added Data Bases



INPUT

NOTES:

ECO4-VW2-20



EDI Data Base Issues

- Trading Partner Participation
- Who Can Access
- Security/Privacy
- Software design

INPUT

NOTES:

ECO4-VW2-21



Data Bases Can Facilitate Trading

Example: Schweber Net

- Exclusive Use of Video Log
 - Electronic Components
 - NAPLPS Graphics
- On-Line Order Entry
 - Ordering System → Pick List
- Competitive Advantage

INPUT

NOTES:

ECO4-VW2-22



UPC Catalogs

- GEIS' UPC ✱ Express
- Quick Response Systems
 - Vendor to retailer PLU/POS
 - GMAIC+VICS 832 formats
- Missing: Interface to SKU system

INPUT

NOTES:

ECO4-VW2-23



Graphics/EDI Integration

Examples:

- Schweber Net
- Design* Express (GEIS)
- WSSDOM (AT&T/ CAD CAM Inc.)

Premise:

Graphics needed in buying decisions—aerospace, electronics, specialty manufacturing, others

INPUT

NOTES:

ECO4-VW2-24



Graphics Interchange

GEIS' Design ✱ Express

Supply-Tech's software approach

EDI	Graphics or other data	EDI
-----	---------------------------	-----

INPUT

NOTES:

ECO4-VW2-25



Graphics Interchange

- Reiterative design process
- Translations between CAD/CAM standards
- Graphic specification attached to contract

INPUT

NOTES:

ECO4-VW2-26



Graphics/EDI Integration

WSSDOM

Wide Scale Shared Data Operations Management
IGES CAD/CAM GRAPHICS + TEXT

- Supplier link
- Maintenance link

INPUT

NOTES:

ECO4-VW2-27



WSSDOM—Supplier Link

- Bid opportunities for small-medium size speciality parts/components manufacturers
- Listing fees-usage fees
- Mailboxes receive bid/bid opportunities
-Flexible formats

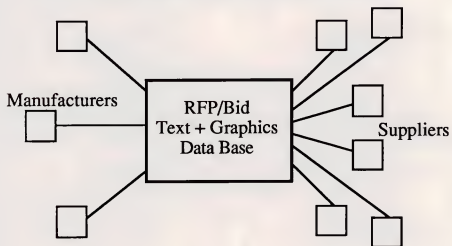
INPUT

NOTES:

ECO4-VW2-28



WSSDOM—Supplier Link



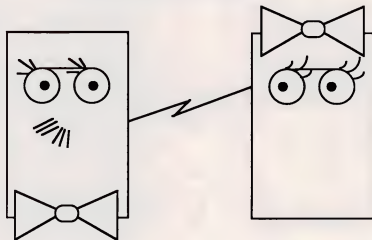
INPUT

NOTES:

ECO4-VW2-29



Interactive EDI



INPUT

NOTES:

ECO4-VW2-30



Interactive EDI

- Application-to-application interaction
 - Implies A-I
 - Query stock levels prior to order
 - Multiple price quotes
- Also-"Fast Batch"-15 minute response

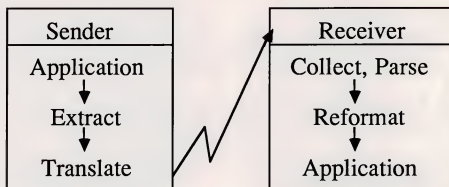
INPUT

NOTES:

ECO4-VW2-31



EDI/Application Integration



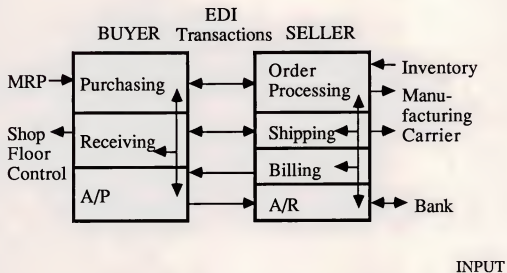
INPUT

NOTES:

ECO4-VW2-32



EDI/Application Integration

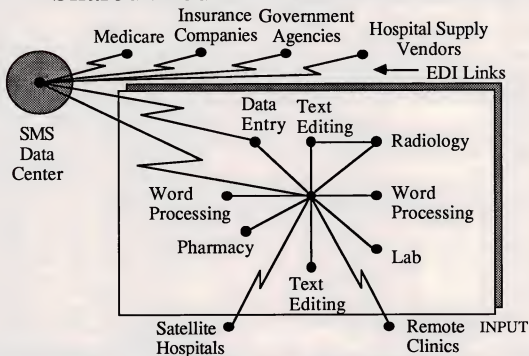


NOTES:

ECO4-VW2-33



Shared Medical Extended Network



NOTES:

ECO4-VW2-34



EDI Futures

- Mixed media in the envelope
 - Voice - Video
- Machine language translation

INPUT

NOTES:

ECO4-VW2-35



EDI Enhanced Services

- Market differentiator
- Value added
 - To user
 - To revenue
- Positioning for future needs

INPUT

NOTES:

ECO4-VW2-36



QUALITY CONTROL PROOFREADING SIGNOFF

DESCRIPTION EOI UK presentation

PROJECT CODE EC04-VWZ

AUTHOR Vic Whatman

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
<u>4/26</u>	<u>Vic</u>	<u>[Signature]</u>	<u>4/26</u>
FINAL Q.C.			
<u>4/26</u>	<u>Vic</u>	<u>[Signature]</u>	<u>4/26</u>

☒ READY FOR PRINTER

INPUT

PRODUCTION WORK ORDER

(Please fill out both sides)

DATE IN: 4/25/89 DATE DUE: 5/5/89 PROJECT CODE: ECO4-W-2
AUTHORIZED BY: MIC ☒ NEW ☐ REPEAT ☐ REPEAT W/CHANGE

WORK SPECIFICATIONS

DATE OF PRESENTATION: 5/10 LONDON

Additional Information

- ☒ 35mm Slides
☐ Foils
☐ Exhibits
☐ Questionnaire
☐ Letter
☐ Business Card
☐ Note Paper
☐ Newsletter
☐ News Release
☐ Form
☐ Brochure
☐ Cover Design
☐ Other

Number of pages submitted _____ Text
_____ 36 Graphics

SPECIAL INSTRUCTIONS

Need Hardcopy + some slides
as shown

PRINTING SPECIFICATIONS

- Quantity/Slides/Foils _____
Quantity/Hard Copy _____
Paper Size _____ X _____
Finished Size _____ X _____
Number of Pages _____
☐ Outside Printer
☐ Photocopy
☐ Single side
☐ Double side
☐ Three hole punch
☐ Velobind punch
☐ Trim to _____ X _____
☐ Binding
☐ Cover
☐ Paper Color _____
☐ Ink Color _____
☐ Copyright Paper
☐ Fold ☐ 1/2 fold ☐ 1/3 fold
☐ Pad
☐ Saddle Stitch
☐ Box
☐ Shrink Wrap
☐ Staple ☐ Corner ☐ 2 on side

MAILING SPECIFICATIONS

Envelope: ☐ No. 10 ☐ 9 x 12 ☐ 10 x 13 ☐ Reply Envelope Quantity _____
☐ First Class ☐ Bulk ☐ Address Labels (Zip Code Order)

Enclosures:

- ☐ Letter
☐ Questionnaire
☐ Newsletter
☐ News Release
☐ Form
☐ Brochure
☐ Business Reply Envelope
☐ Other

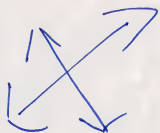
Distribution:

Quantity

- ☐ Initial Mailing
☐ Shelf Stock
☐ NJ
☐ DC
☐ London
☐ Paris
☐ Japan

TOTAL

MAIL _____ COPIES DIRECTLY TO:



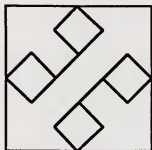
EDI ~~2~~ - The Next
Generation

Victor S Wheatman
INPUT

Slide

EC04-VW2-1





ENHANCED ~~ADVANCED~~
EDI SERVICES/
SYSTEMS

~~VICTOR S. Wheatman~~

INPUT

NOTES:

JJJJ-VU-17

2

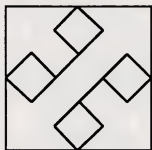


Network Services // Profit Margins

- Transport Low
- Traditional Value Added Medium
- ^{Enhanced} Value Added ^{*} High

Slide





EDI
INTER-
NETWORKING

("INTERWORKING")

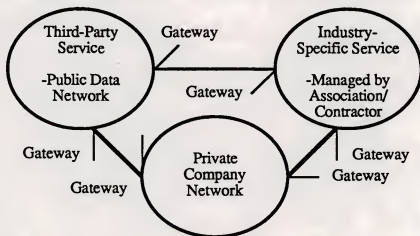
INPUT

NOTES:

JJJ-VW-30



THREE TYPES OF EDI NETWORKS



INPUT

NOTES:

JJJJ-VW-31

INPUT

5



EDI Internetworking—Reasons

- Trading Partners on Other Services/
Networks
- Cross-Industry Trading
 - Cross-Industry Translations
- "Universal" Data Services
- Goal: Transparency

INPUT

NOTES:

ECON-VW-19

EDI Internetworking—Issues

- Double Charging (Users)
- Interexchange Acknowledgement (Standards)
- Settlements (Vendors)

INPUT

NOTES:

ECON-VW-20

X.400 Benefits E-Mail and EDI

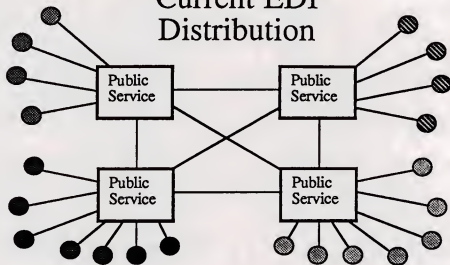
- Reliable Intersystem Transport
- Electronic Audit Trail
- Electronic Directories

INPUT

NOTES:

MPRE89-EDI-1

Current EDI Distribution



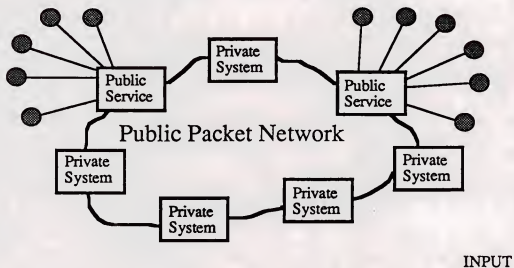
INPUT

NOTES:

Side

MPRE89-EDI-3

EDI in X.400 Environment



NOTES:

MPRE89-EDI-4



X.400 Affects the Market

Market Segment	Impact
VANs	EDI Revenues Decrease VAN Revenues Increase
RCS Firms	Need New Strategies
Software and Equipment	X.400 Front-End Opportunities

INPUT

NOTES:

Slide

MPRE89-EDI-2

EDI Service Provider Options for X.400

- Develop X.400 Front Ends
- Implement Local (BOC) Networks
- Offer Value-Added Services

INPUT

NOTES:

MPRE89-EDI-5

Slide

12

EDI / EFT

~~\$\$\$~~

\$ERVICE\$

EDI = Data

EFT = Value

Slide



EDI/EFT FORMATS

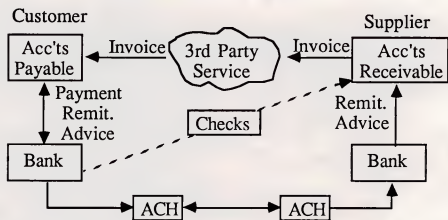
CCD + — Single Addenda

CTP — Structured, Multiple Addenda

CTX — Free Form X12 Compatible Addenda



Banks in EDI



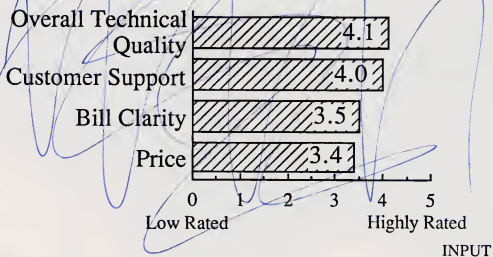
INPUT

NOTES:

JJ88-VW1-52

15

User Rating—Third-Party Networks Averages—All Networks



NOTES:

ECON-VW-33

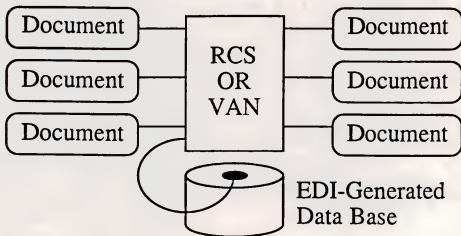
EDI / EFT ISSUES

- Network Capacity
- Liability
- Data with value or Separate?
- Compete or Complement?
- "Pure" EDI Services?

Slide



EDI Traffic Becomes a Data Base



INPUT

NOTES:

JJ88-VW2-25

17

EDI/Application Integration

- P.S. Firms Can Assist
- EDI a Starting Point for Total Operational Improvements

INPUT

NOTES:

ECON-VW-12a

EDI TRAFFIC BECOMES A DATA BASE

Only Example: SSW's Medimetrik

-Aggregate Pharmaceutical Information

Others Can Benefit

Applications:

-Market Research
-Sales/Distribution Analysis

INPUT

NOTES:

reshoot

JJJJ-VW-20



Transaction Data Bases

- market Analysis
- Trade Statistics
- Factoring Validation

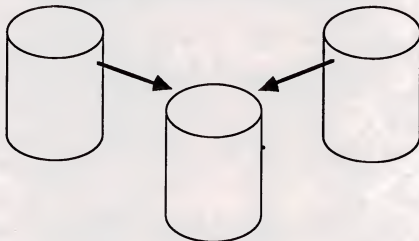
~~✓ DATA~~

- Credit Verification

Slide



Value-Added Data Bases



INPUT

NOTES:

Slide

JJ88-VW2-26

20



EDI DATA BASE ISSUES

- Trading Partner Participation
- Who Can Access
- Security/Privacy
- Software Design

INPUT

NOTES:

Resheet

JJJ-VW-21



DATA BASES CAN FACILITATE TRADING

Example: Schweber Net

- Exclusive Use of Video Log
 - Electronic Components
 - NAPLPS Graphics
- On-Line Order Entry
 - Ordering System → Pick List
- Competitive Advantage

INPUT

NOTES:

Reshorted

JJJ-VW-22

22



UPC Catalogs

- GEIS UPC * Express

- QuickResponse Systems

Vendor to Retailer PLU/POS

GMAIC + VICS 832 Formats

- MISSING: Interface to SKU System



Graphics/EDI Integration

Examples:

- Schweber Net
- Design* Express (GEIS)
- WSSDOM (AT&T/ CAD CAM Inc.)

Premise:

Graphics needed in buying decisions—aerospace, electronics, specialty manufacturing, others

INPUT

NOTES:

ECON-VW-15

24

EDI Internetworking—Reasons

- Trading Partners on Other Services/
Networks
- Cross-Industry Trading
 - Cross-Industry Translations
- "Universal" Data Services
- Goal Transparency

INPUT

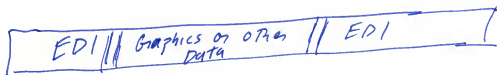
NOTES:

ECON-VW-19

GRAPHICS Interchange

GEIS' DESIGN & EXPRESS

SUPPLY-TECH'S SOFTWARE APPROACH



~~WPE~~

Graphics Interchange

- Reiterative Design Process
- Translations Between CAD/CAM Standards
- ~~Attached to Electronic Purchase Contract~~
- Graphic Specification Attached to Contract

Slide



GRAPHICS/EDI INTEGRATION

WSSDOM

Wide Scale Shared Data Operations Management
IGES CAD/CAM GRAPHICS + TEXT

- Supplier link
- Maintenance link

INPUT

NOTES:

Leahart

JJJJ-VW-25

27



WSSDOM - SUPPLIER LINK

- Bid opportunities for small-medium size speciality parts/components manufacturers
- Listing fees-usage fees
- Mailboxes receive bid/bid opportunities
-Flexible formats

INPUT

NOTES:

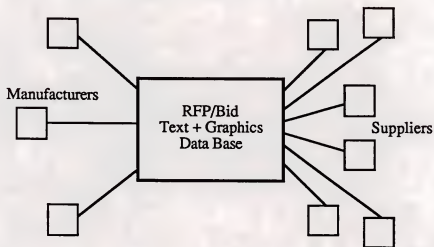
deleted

JJJJ-VW-26

28



WSSDOM-SUPPLIER LINK



INPUT

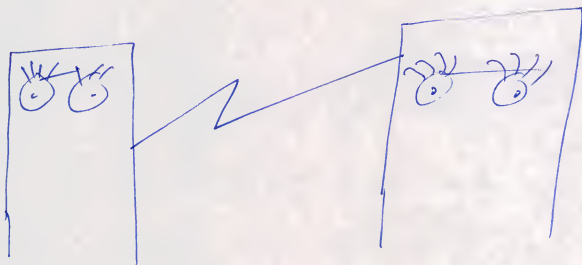
NOTES:

JJJ-VW-27

29



Interactive EDI



(See if you can make one female
and one male)

Slide



Interactive EDI

Application - to - Application Interaction

- Implies A-I

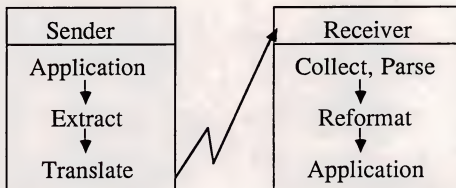
- Query Stock Levels Prior to order

- Multiple Price Quotes

Also - "Fast Batch" - 15 minute Response



EDI/Application Integration

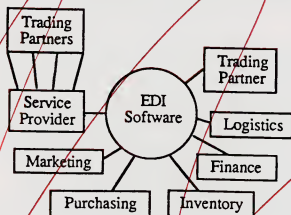


INPUT

NOTES:

ECON-VW-9

EDI SOFTWARE IS THE CORE OF THE SYSTEM

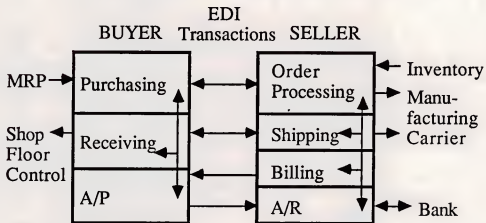


INPUT

NOTES:

EQAD-1

EDI/Application Integration



INPUT

NOTES:

ECON-VW-10

EDI/Application Integration

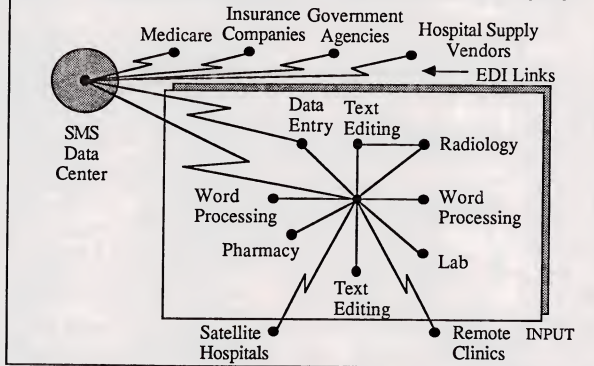
- Affects Many Departments
- Top Management Needs to Set Corporate Goals
- Task Force Approach Required

INPUT

NOTES:

ECON-VW-12

Shared Medical Extended Network



NOTES:

JJ88-VW2-22

34



EDI FUTURES

Mixed Media in The Envelope
— Voice — Video

Machine Language Translation

side



EDI Enhanced Services

- Market Differentiator
- Value Added
 - To User
 - To Revenue
- Positioning for future needs

Slide



EC04-VW2

Record of Slide Origination

EC04-VW2 #

Original code

EC04-VW2 #

Original code

2	JSS - VW - 17
4	" 30
5	EC04-VW1 - 3
6	EC04-VW - 19
7	" 20
8	MPRE89-EOI - 1
9	" 3
10	" 4
11	" 2
12	" 5
15	JSS8-VW1 - 52
17	JSS8-VW2 - 25
20	" 26

24	EC04-VW - 15
29	JSS - VW - 27
32	EC04-VW - 9
33	" 10
34	JSS8-VW2 - 22

